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# O. M. SCOTT & SONS CO.

## FIELD SEEDS

MARYSVILLE, OHIO

Dear Sir:

Here is the 1923 Seed Book recently announced. The price list opposite will give you latest quotations. If your order has not already been sent we hope you will decide upon your requirements and send it along now while these prices are still in force.

The season is still early but good seed is scarce. You are certain to profit by early buying from the standpoint of higher quality, regardless of any slight fluctuation in price.

A great many changes have been made in our Seed Book this year. We especially refer you to the sections on Soybeans, Corn and Bacteria. You will also notice that freight rates are lower than last year and we are getting better service.

There is every reason for an optimistic view of things. On the inside of this folder are the opinions of some well informed authorities. With a good outlook for the coming season, it would seem unwise to take chances with anything but the very best seed. We hope you will continue to use Scott's because they go farther, add to production, and save weed losses.

Yours very truly,

O. M. SCOTT & SONS CO.

**Scott's Soybeans are more widely used than any other kind.**



# INTERESTING ITEMS FOR THOSE WHO BUY SEED

## SCOTT'S SEEDS USED LAST YEAR IN FORTY- THREE STATES

OHIO, WEST VIRGINIA AND  
PENNSYLVANIA HEAD  
THE LIST

Not so many years ago a handful of Ohio, West Virginia and Pennsylvania farmers were using Scott's Seeds. They recommended them to friends and others were led to use them through the influence of our advertisements. Gradually our mailing list was built up. Scott's Seeds are now being used in 43 states but we still receive orders each year from many of those first customers. Some names have become so familiar that we look forward to hearing from them each year.

Not with the thought of boasting but to show how the idea of freedom from weeds has been responsible for the continued use of Scott's Seeds we quote the following from an article which appeared in the July, 1922, Printers Ink Monthly.

"The business was founded more than forty years ago by O. M. Scott, the proprietor of the local elevator, and of a hardware store on the side. Unlike the general run of country elevator operators, Mr. Scott developed a pronounced aversion to weeds, and the concern which delivered a shipment of clover seed which contained the persistent and much dreaded buckhorn was likely to hear about it. Gradually the reputation of the Marysville elevator for pure seed spread about the neighborhood, and the same care was exercised in connection with the field seeds which were sold through the hardware store. Later, one of the sons coming into the business became if anything a worse weed crank than his father, and the possibilities of a mail order business in field seeds began to be visible.

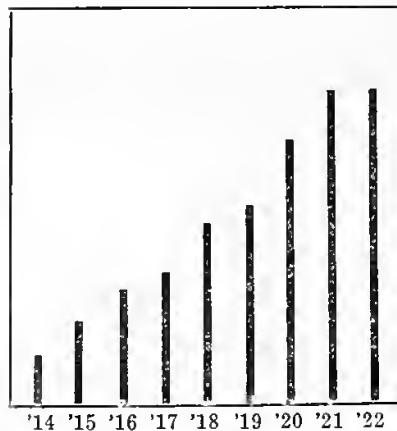
For a number of years the history of the concern differed little from that of dozens of local seed concerns. Its appeal to its customers, however, was sufficiently unusual to attract some attention from agricultural authorities. Instead of softpedaling the subject of weeds, as is the more common practice, it made its chief appeal on this very point. The first booklet issued was entitled "Weeds and Seeds and How to Know Them," and farm-

ers were asked to test their purchases by spreading a sample of the seed on a sheet of white paper and separating the weeds and dirt from the rest. This won for the little concern a certain standing with Experiment Stations and the Department of Agriculture, and the business grew steadily, though still in a small way, until about 1908. From that year the sales chart shows an upward slant of 45 degrees."

We are showing in the chart below how the use of Scott's Seed has progressed since 1914. It is very easy to explain the slight decline in 1922.

It was probably the hardest year that has been encountered for a long time in selling anything to the farmers by mail. With a more optimistic outlook for the coming season, we expect to be able to show by December a very healthy increase in the use of Scott's Seeds

Showing the Increased Use of  
Scott's Seed Since 1914



## LOWER PRICE OF SCOTT'S BACTERIA WILL INCREASE ITS USE

COST OF INOCULATING CLOVERS  
WILL NOT EXCEED 25c  
PER ACRE

Although Scott's Bacteria has always been reasonable as compared with other brands, we have decided this year to remove all doubt in the prospect's mind as to the wisdom of inoculation. Price need no longer interfere with a trial of our cultures.

## THE OUTLOOK FOR 1923

"Prosperous conditions this winter are predicted by the heads of the nation's great industries which see plenty of work for those who labor."—Real Estate Publication.

"Business and the country is healthy from the feet up. The new cycle of prosperity has started."—F. J. Hayes, President Dodge Bros.

"The gain in domestic business, which has been decisive this year, is evidenced in many ways, and farming interests have been further encouraged by the recent sharp advance in the prices of agricultural products. The effect of this development not only is seen in the better sentiment in the west and south but also in the strengthened buying power in these sections, where earlier in the year a different situation had prevailed."—Dun's Review (A weekly Survey of Business).

"1922 will go down in history as a typical year of reconstruction following the world war. The reconstruction floored the farmer for he was neither organized nor in a position to adapt himself quickly to new conditions and requirements. We have a hopeful view of the future."—The Ohio Farmer.

"Doubt has given place to hope and there is every reason to expect that the early months of 1923 will see a continuance of the prosperity which has been written in the closing months of 1922. Not only has there been a betterment in the domestic situation, but there has been as well a betterment in the position of the United States with reference to the world markets."—The Annalist—A magazine of Finance, Commerce and Economics.

They are now put up in \$1 cans to inoculate 60 pounds of all legumes. This makes the cost per acre 25 cents or less in the case of clovers. For soybeans the price remains unchanged since the 60-pound cans have been previously one dollar. Here the cost per acre depends upon the purpose for which the crop is intended. It must be considered, too, that beans add vast amounts of nitrogen to the soil and an investment in Bacteria pays enormous returns.

Those who have heretofore been inoculating their legumes will be glad to know of this price reduction. Others who have been skeptical of the idea can experiment at a very small cost. Since Scott's Bacteria is guaranteed to produce nodules (the evidence of successful inoculation) you run no risk of loss.

### SWEET CLOVER

We sell increasing amounts of Sweet Clover each year. Of all the seeds advertised no single variety brings such a large number of inquiries.

Scott's Sweet Clover is always carefully selected and thoroughly cleaned.

## CUSTOMERS WHO HELPED CORRECT LISTS RENDERED VALUABLE ASSISTANCE

REPORTS ENABLED US TO DROP  
MANY "DEAD" NAMES FROM  
OUR RECORDS

We want to express our appreciation for the very valuable assistance rendered by many of our customers in helping us to correct our mailing list. It is quite a task to keep an accurate account of deaths, removals and various other changes which prevent a farm mailing list from being permanent.

Mailing lists of farmers change 17% every year, so you can readily see how important it is to make corrections. As a result of our efforts last fall probably 10,000 names were removed from our lists. Naturally we dislike to waste perfectly good

### COTTON BAGS HIGHER

Cotton is much higher this year and as a result we are compelled to ask 40 cents for bags. It is always safer to use good bags in shipping seed, especially clovers, etc. For soybeans and other coarse varieties, burlaps are satisfactory. You may rely upon paying us less for cotton bags than you will be asked locally, for we purchase in large quantities and sell to you at cost.

### WE NOW WRITE IT "SOYBEANS"

At a meeting of the Tri-State Soybean Growers Association in Chicago recently it was decided that Soy Beans should no longer be written as two words. This accounts for the change in spelling which appears in the seed book.

## The New Tariff And Its Effects

It takes some time for the country to adjust itself to new laws so far reaching as the tariff. So at this time all the results to be accomplished are not yet noticeable. In our opinion, however, the American farmer will benefit by its operation. Taking seed as an example, imported varieties, many of which are not satisfactory under our conditions, have in past years been marketed in the United States because of low prices. The tariff of \$2.40 per bushel on clovers brings the price so near that of domestic seed that European clover imports are already falling off. It also has the tendency to keep the price of American farm products at a premium. Certainly such a situation is necessary if the farmer is to recover financially. While doubtless some inconsistencies will develop as in all laws, the tariff at this period seems fully justified.

seed books by sending several to the same person or by mailing them to folks who have quit farming.

Every saving that our friends enable us to make is reflected in the price of Scott's Seeds which we try to keep reasonable. A mail order business could be made a great success if those who change their addresses or occupations, would send a notice to the concerns from which they receive literature. We appeal for such cooperation from you. If your catalog isn't correctly addressed, or you have no further use for seed, we shall appreciate it greatly if you will tell us about it on a postal card.

## LITTLE COB CORN BEATS ALL OTHERS IN 1922 SALES

HAS MANY CHARACTERISTICS  
TO RECOMMEND  
IT

We hope you will read what we say about this corn in the catalog. It is entirely different from any corn you have ever raised, we suppose, in that it is a deep yellow corn with white cobs.

It was raised in one community for years without getting very wide distribution until we raised some the year when corn failed to ripen in nearly all parts of the United States. We could not buy a bit of real seed corn around here that year, but the five-acre field of Little Cob that we raised germinated 97%. The corn had been recommended by one of our friends and the five-acre patch was an experiment. The results convinced us that it was worth a wider distribution, and since that time we have shipped it all over the country. It has never failed to ripen, although the ears are extra long for an early variety.

The Pennsylvania Experiment Station planted some in 1921, and thought enough of it to give it a more elaborate test this year, sending a quantity to a number of County Agents.

The corn had no name, so we took the liberty to call it Little Cob, for that is one of its best characteristics. It has the smallest cob of any corn we know of.

## Germany Has Seed Problem to Solve

Seed production in Germany is comparatively large. The United States buys her Red Clover, Alsike, White Clover and fine grasses such as Sheeps' Fescue. In fact, so much seed is being exported that the German Government is considering putting an embargo on exports for fear a shortage will develop.

Ordinarily Germany is a heavy buyer of our Timothy, Blue Grass, Redtop and Meadow Fescue. Even though the German farmers need these seeds badly, they are unable to pay the prices on account of the great difference in money value.

# PRICES ON SCOTT'S SEEDS

CORN: Little Cob .....\$3.00 bu.

Corn: Ensilage .....	3.00 bu.
Cane (Amber) .....	3.75 bu.
Buckwheat .....	1.75 bu.
Golden Millet .....	2.75 bu.
Hungarian Millet .....	2.75 bu.
Japanese Millet .....	.6c lb.
Bearded Barley .....	1.50 bu.
Oats .....	.90c bu.
Pasture and Meadow Mixtures..	.25c lb.
Lawn Seed .....	.50c lb.
Scott's Bacteria (for 60 lbs. beans, peas or clover).....	\$1.00
Ground Soy Beans (40% pro- tein; 18% fat).....	\$57.00 ton
Best bags .....	40c each
Burlap Bags .....	15c each

**IF NEEDING SEEDS NOT LISTED, PLEASE ASK FOR PRICES**